Date

TO: IPA GLOBAL FINANCIAL INCLUSION INITIATIVE

RE: EXPRESSION OF INTEREST SUBMISSION BY DAN ARIELY, CHANING JANG AND MERVE AKBAS

Dear Sir,

The Kenya Financial Sector Deepening (FSD) programme was established in early 2005 to support the development of financial markets in Kenya as a means to stimulate wealth creation and reduce poverty. Working in partnership with the financial services industry, the programme’s goal is to expand access to financial services among lower income households and smaller enterprises

FSD's primary focus is developing the capacity of the financial services industry, working directly with a diverse range of financial institutions, business service providers and support institutions.

This letter is to inform you that we are interested in collaborating in the proposed research project by Prof. Dan Ariely, Chaning Jang and Merve Akbas, to test the effects of lottery prizes on savings behavior.

Sincerely,

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Name

Title

Financial Sector Deepening Kenya